

Heating Up Your Bottom Line While Creating a Cooler Planet

Climate Neutral Network

Summary Briefing, 2003

Climate Neutral Mission:

*To support leading companies
create innovative Climate Cool strategies
that benefit:*

**Bottom Line
Supply Chain Partners
Customers
Communities
The Climate**

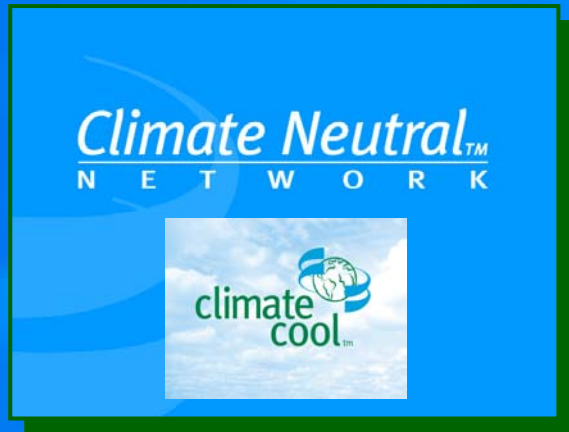
Climate Cool Products/Enterprises

Core Concept



Climate Cool companies reduce and offset their greenhouse gas emissions to achieve a net zero impact on the earth's climate

A Unique Market-Driven Approach...



Certification and marketing program that companies can use to create new offerings that make reducing climate impact as easy as recycling

Network that seeks to maximize GHG reductions by facilitating the success of *Climate Cool* products in the marketplace

...Backed By A Rigorous Certification And Review Process

- Climate footprint assessed according to Climate Neutral metrics
- Portfolio of internal reductions and offsets to meet rigorous Climate Neutral Design Principles
- **Certification approved by Environmental Advisory Board**
 - Leading environmental NGO's
 - Independent
- Contractual basis to enable certified organizations to license the *Climate Cool* trademark

Major Stakeholder Endorsement

Environmental Advisory Board

Dan Lashof, Dale Bryk, NRDC
Amory Lovins, Bob Wilkinson,
RMI
Liz Cook, WRI
Glenn Prickett, Mike Totten,
Sonal Pandya, Conservation
International
Tia Nelson, The Nature
Conservancy
Scott Bernstein, Jen McGraw,
Center for Neighborhood
Technology
Anne Erhlich, Stanford

Other Leading Partners

US EPA
DoE
Faith groups
Regional alliances
Business for Social
Responsibility
Earth Communications
Office
Carbon offset suppliers
Schools, Churches etc

Significant Market Momentum

Current and Expected Certifications

2000-2002

Early Adopters

Interface
Shaklee
Saunders Hotels
Better World Travel
Olympic Winter Games
Norm Thompson
Mead West Vaco
City of Seattle
Bonneville Environmental
Foundation
Dave Matthews Band

2002-2003

Prime Time Brands

Global Energy Companies
Global Auto Manufacturer
Metals manufacturers
Chemicals company
Packaged Consumer Goods
Express Mail Services

Example: Climate Cool Gasoline

Background and Objectives

- Global energy company looking for creative ways to grow business while meeting aggressive GHG reduction commitments
- Selected corporate / fleet customers also seeking convenient and cost-effective GHG reduction opportunities

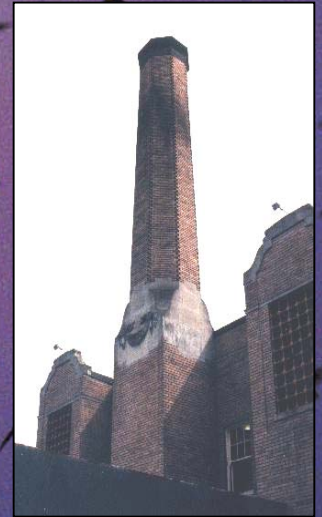
Program Description

- Customers use “Cool Fuel” card
- Energy company invests in offset projects to eliminate the impact of driving with purchased fuel
- No direct incremental cost to user: pump price is target price
- Shared offset costs / credits at corporate level

Business Case

- Major market share increase with target customers
- Access to new key target customers via *Climate Cool* Buyers Network

***Climate Cool* Delivers Benefits Far Beyond Climate Change**



Competitive Benefits for Participating Companies

- **Build brand equity as environmental leader**
 - Increased trust and goodwill with customers, suppliers, communities, activist groups, and other stakeholders
 - Reduce risk
- **Differentiate products or services in a crowded marketplace**
- **Increase share of business accounts**
- **Access new target markets**
- **Deepen GHG reduction goals**
- **Improve employee recruiting and morale**
- **Highlight new product attributes**
- **Strengthen community relations through local offset projects**
- **Capture learning / innovation opportunities with creative stakeholder network**

Opportunities for Facilities:

- Drive GHG reductions towards Climate Cool enterprise goal
- Secure incremental funding for leading edge GHG projects through marketing Climate Cool offsets
- Strengthen community relations through investment in local offset projects
- Capture learning / innovation opportunities with creative stakeholder network

Useful Tools:

- **Climate Neutral Protocols**
 - Enterprise, product, event
 - Offset
- **Climate Cool Certification**
 - Including CN Network technical support
- **Linkages to emerging state/national registries**
- **Networking opportunities**

Climate Neutral Network Contact Information

Sue Hall, Executive Director
sue@ClimateNeutral.com

Karen Meadows, Director – Certification Practice
karen@ClimateNeutral.com

Eric Olson, Director – Strategy Practice
eric@ClimateNeutral.com

(503) 697–2798
www.ClimateNeutral.com



climate
cooltm

Taking the heat out of global warming.

Exponential Growth

Current and Expected Certifications 2000-2003

2000

Interface
Shaklee
Saunders Hotels

2001

Interface
Shaklee
Saunders Hotels
Better World Travel

2002

Interface – Solenium
Interface – all flooring
Shaklee
Saunders Hotels
Better World Travel
Olympic Winter Games
BP
Mead
Norm Thompson
Energy Foundation
Native Energy
Bonneville Environmental
Foundation
Dave Matthews Band
Rolling Stones

2003

New Additions:

Global Energy Company
Major Airlines
Global Auto's
Auto servicing
Auto fuels
Consumer Goods
Express Mail Services
Chemical products
Metals
Utilities
Nutritional products

Exponential Growth

Current and Expected Certifications 2000-2003

2000

Interface
Shaklee
Saunders Hotels

2001

Interface
Shaklee
Saunders Hotels
Better World Travel

2002

Interface – Solenium
Interface – all flooring
Shaklee
Saunders Hotels
Better World Travel
Olympic Winter Games
BP
Mead
Norm Thompson
Energy Foundation
Native Energy
Bonneville Environmental
Foundation
Dave Matthews Band
Rolling Stones

2003

New Additions:

Arco
Delta
GM
Jiffy Lube
SC Johnson
FedEx
Dow Chemical
DuPont
Alcan
PSEG
City of Seattle
Cliff Bars